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TITLE: METHOD AND SYSTEM FOR
SCHEDULE BASED ADVERTISING
ON A MOBILE PHONE

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METHOD AND SYSTEM FOR
SCHEDULE BASED ADVERTISING ON A MOBILE PHONE

5 BACKGROUND OF THE INVENTION

1. Field Of The Invention

The present invention generally relates to the advertising of goods and services. The present invention specifically relates to advertisements being communicated to mobile phone users.

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2. Description Of The Related Art

The mobile phone industry experienced tremendous growth during the 1990's. This growth facilitated an expansion in features available on a mobile phone. For example, mobile phones are now being sold with an Internet
15 browser feature, an e-mail feature, and a Personal Data Assistant feature. It is inevitable that advertisers will "push" advertisements to mobile phone users, and as a result, mobile phones will need to be equipped with an advertising messaging feature. Any type of advertising messaging feature should balance an economic benefit for advertisers with a shopping
20 advantage for mobile phone users. Additionally, a convenient communication mode with the mobile phone users must be established, while any risk of economically burdening mobile phone users should be minimized, if not eliminated. What is therefore needed is a system for implementing a method that intelligently communicates advertisements of goods and services to
25 mobile phone users in a manner that is acceptable to both mobile phone users and advertisers. In particular, what is needed is a communication mode based on a schedule and preferences of a mobile phone user with an incentive for the mobile phone user to regularly accept and respond to advertisements.

SUMMARY OF THE INVENTION

The present invention is a method and system for schedule and user preference based advertisements on a mobile phone that can provide an incentive for mobile phone users to regularly accept and respond to advertisements. Various aspects of the invention are novel, non-obvious, and provide various advantages. While the actual nature of the present invention covered herein can only be determined with reference to the claims appended hereto, certain features, which are characteristic of the embodiments disclosed herein, are described briefly as follows.

One form of the present invention is a first method for communicating an advertisement to a mobile station (e.g., a mobile phone). A registration of the mobile station with a base station (e.g., a tower) is detected. A user preferred schedule for transmitting advertisements to the mobile station is initiated subsequent to a detection of the registration. And, an advertisement is transmitted to the mobile station in accordance with the user preferred schedule.

A second form of the present invention is a second method for communicating an advertisement to a mobile station. An advertisement is transmitted to the mobile station subsequent to a registration of the mobile station with a base station. And, a reception of the advertisement by the mobile station is verified in response to a reception of a responsive command from the mobile station.

A third form of the present invention is a system comprising a mobile station and a computer (e.g., a computer telephony server). The mobile station is operable to register with a base station. In a first aspect of the system, the computer is operable to detect a registration of the mobile station
5 with the base station. The computer further include means for initiating a user preferred schedule for transmitting advertisements to the mobile station subsequent to the registration detection, and means for controlling a transmission of an advertisement in accordance with the schedule.

*Ins
A1* ~~the schedule~~
10 ~~a17~~ In a second aspect of the present invention, ~~the computer~~ is operable to control a transmission of an advertisement to the mobile station. The computer also includes means for verifying a reception of the advertisement by the mobile station in response to a reception of a responsive command from the mobile station.

A fourth form of the present invention is a computer program product in
15 a computer readable medium for communicating an advertisement to a mobile station. In a first aspect, the computer program product comprises computer readable code for detecting a registration of the mobile station with a base station, computer readable code for initiating a user preferred schedule for transmitting advertisements to the mobile station subsequent to
20 the registration detection, and computer readable code for controlling a transmission of an advertisement in accordance with the schedule.

In a second aspect, the computer program product comprises computer readable code for controlling a transmission of an advertisement to the mobile station, and computer readable code for verifying a reception of
25 the advertisement by the mobile station in response to a reception of a responsive command from the mobile station.

The foregoing forms and other features and advantages of the invention will become further apparent from the following detailed description of the presently preferred embodiments, read in conjunction with the accompanying drawings. The detailed description and drawings are merely
5 illustrative of the invention rather than limiting, the scope of the invention being defined by the appended claims and equivalents thereof.

BRIEF DESCRIPTION OF THE DRAWINGS

FIG. 1 is a schematic diagram of one embodiment of hardware
10 employed in a telecommunication system of the present invention;

FIG. 2 is a block diagram of one embodiment in accordance with the present invention of computer hardware employed in a primary call center of the **FIG. 1** system;

FIG. 3 is a block diagram of one embodiment in accordance with the
15 present invention of hardware employed in a mobile phone of the **FIG. 1** system;

FIG. 4 illustrates a flow chart of one embodiment in accordance with the present invention of a user profiling routine;

FIG. 5 is a block diagram of one embodiment in accordance with the
20 present invention of computer software employed in the **FIGS. 2** and **3** hardware;

FIG. 6 illustrates flow charts of one embodiment in accordance with the present invention of a pair of complementary push advertising routines that are implemented by the **FIG. 5** computer software;

FIG. 7 illustrates a flow chart of one embodiment in accordance with the present invention of an advertisement transmission subroutine of the **FIG. 6** routines; and

FIG. 8 illustrates a flow chart of one embodiment in accordance with the present invention of a reception verification subroutine of the **FIG. 6** routines.

DETAILED DESCRIPTION OF THE PRESENTLY PREFERRED EMBODIMENTS

Referring to **FIG. 1**, a telecommunication system of the present invention is shown. The system comprises a conventional public switched telephone network (PSTN) **10**, a primary call center **20**, a mobile station in the form of a mobile phone **50**, a base station **60**, and an advertiser call center **70**. The system can comprise additional primary call centers **20**, mobile phones **50**, base stations **60**, and/or advertiser call centers **70**.

Call center **20** includes a computer telephony (CT) server **30**, a registration database **40**, a user profile/history database **41**, and an advertiser database **42**. CT server **30** may have a permanent communication link to PSTN **10** as shown, such as, for example, by a wire or fiber optic cable connection. Alternatively, PSTN **10** and CT server **30** may have a temporary communication link, such as, for example, by a wireless communication. CT server **30** has a permanent communication link to databases **40-42** as shown.

CT server **30** may be configured in any form for accepting structured inputs, processing the inputs in accordance with prescribed rules, and outputting the processing results as would occur to those having ordinary skill in the art, such as, for example, a personal computer, a workstation, a super computer, a mainframe computer, a minicomputer, a super minicomputer, or a microcomputer. Referring additionally to **FIG. 2**, CT server **30** preferably

includes a bus **31** for facilitating electrical communication among one or more central processing units (CPU) **32**, a read-only memory (ROM) **33**, a random access memory (RAM) **34**, an input/output (I/O) controller **35**, a disk controller **36**, a communication controller **37**, and a user interface controller **38**.

5 Each CPU **32** is preferably one of the Intel families of microprocessors, one of the AMD families of microprocessors, one of the Motorola families of microprocessors, or one of the various versions of a Reduced Instruction Set Computer microprocessor such as the PowerPC chip manufactured by IBM. ROM **33** permanently stores various controlling programs such as the Basic
10 Input-Output System (BIOS) developed by IBM. RAM **34** is the memory for loading an operating system and selectively loading the controlling programs.

 Controller **35** is an aggregate of conventional controllers for facilitating an interaction between CPU **32** and pointing devices such as a mouse **43** and a keyboard **44**, and between CPU **32** and output devices such as a printer **45**
15 and a fax **46**. Controller **36** is an aggregate of conventional controllers for facilitating an interaction between CPU **32** and data storage devices such as disks drives **47** in the form of a hard drive, a floppy drive, and a compact-disc drive that are locally or remotely situated. The hard drive stores a
20 conventional operating system, such as, for example, IBM's AIX operating system or Microsoft's Windows, and application programs.

 Controller **37** is an aggregate of conventional controllers for facilitating an interaction between CPU **32** and PSTN **10** as well as between CPU **32** and registration database **40**, CPU **32** and user profile/history database **41**, and CPU **32** and advertiser database **42**. Controller **38** is an aggregate of
25 conventional controllers for facilitating an interaction between CPU **32** and a graphic display device such as a monitor **48**, and between CPU **32** and an audio device such as a speaker **49**.

Those having ordinary skill in the art will appreciate alternative embodiments of CT server **30** for implementing the principles of the present invention.

Referring still to **FIG. 1**, mobile phone **50** may be configured in any
5 form as those having ordinary skill in the art will appreciate. Referring additionally to **FIG. 3**, mobile phone **50** preferably includes a bus **51** for facilitating electrical communication among a central processing unit (CPU) **52**, a flash memory (FLASH) **53**, a random access memory (RAM) **54**, a read-only memory **55**, a display adapter **56**, a keypad adapter **57**, an audio
10 adapter **58**, and a wireless link **59** including a transmitter (not shown), a receiver (not shown), and an antenna (not shown).

As with each CPU **32** (**FIG. 2**), CPU **52** is preferably one of the Intel families of microprocessors, one of the AMD families of microprocessors, one of the Motorola families of microprocessors, or one of the various versions of
15 a Reduced Instruction Set Computer microprocessor such as the PowerPC chip manufactured by IBM. FLASH **53** stores a conventional operating system, such as Windows CE or Palm OS, and application programs. FLASH **53** or ROM **55** can store various controlling programs such as the Basic Input-Output System (BIOS). RAM **54** is the memory for loading the
20 operating system and selectively loading the controlling programs.

Those having ordinary skill in the art will appreciate alternative embodiments of mobile phone **50** for implementing the principles of the present invention. Those having ordinary skill in the art will also appreciate alternative embodiments of a mobile station for implementing the principles of
25 the present invention, such as, for example, a laptop computer, a Personal Data Assistant, etc.

Referring again to **FIG. 1**, base station **60** may be configured in any form of a conventional system for establishing and registering a communication link with mobile phone **50** when detecting mobile phone **50** is activated (i.e., mobile phone **50** is powered on) within a distinct service area.

- 5 PSTN **10** and base station **60** may have a permanent communication link, or alternatively, PSTN **10** and base station **60** may have a temporary communication link as shown.

- Referring still to **FIG. 1**, call center **70** includes a conventional telecommunication switch (TS) **71**, a computer telephony server (not shown) and one or more telecommunication devices, such as, for example, a switchboard, a phone, or an agent workstation **72** as shown. PSTN **10** and switch **71** may have a permanent communication link as shown, or alternatively, PSTN **10** and switch **71** may have a temporary communication link. Switch **71** has a permanently established communication link to agent workstation **72** as shown.
- 10
- 15

- User profile/history database **41** includes one or more exemplary rows of data representative of information related to users of mobile stations within the telecommunication system that have granted authorization for call center **20** to "push" advertisements to their respective mobile stations. In one embodiment, call center **20** utilizes a user profiling routine **100** as shown in **FIG. 4** to generate and store a user profile within database **41** for the user of mobile phone **50**. Accordingly, to gather user information, call center **20** can offer personal interviews (e.g., face-to-face or telephonically), or accept applications via walk-ins, the mail system, a telephone or an Internet website.
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Referring additionally to FIG. 4, during a stage S102 of routine 100, information related to mobile phone 50 as well as any secondary mobile phones for receiving advertisements is stored within database 41. The following TABLE 1 illustrates an exemplary row of stage S102 information coded and stored within user profile/history database 41 that corresponds to the user of mobile phone 50:

TABLE 1

PRIMARY MOBILE PHONE	RECEIVE ADS	SECONDARY MOBILE PHONE	RECEIVE ADS
50	Yes	Spouse's Mobile Phone	Yes (Weekends)

During a stage S104 of routine 100, information related to an advertisement transmission schedule for each listed mobile station as preferred by the user of mobile phone 50 is stored within database 41. The following TABLE 2 illustrates an exemplary row of stage S104 information coded and stored within user profile/history database 41 that corresponds to the user of mobile phone 50:

TABLE 2

PRIMARY TRANSMISSION SCHEDULE	SECONDARY TRANSMISSION SCHEDULE
Upon Registration Only; Every Hour Thereafter	Upon Registration

An entry of "default" can be coded and stored within database **41** when the user of mobile phone **50** prefers to receive advertisements on either mobile phone in accordance with a default scheduled fixed by call center **20**.

During a stage **S106** of routine **100**, information related to the types of advertisements preferred by the user of mobile phone **50** is stored within user profile/history database **41**. The following TABLE 3 illustrates an exemplary row of stage **S106** information coded and stored within user profile/history database **41** that corresponds to the user of mobile phone **50**:

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TABLE 3

PRIMARY INTEREST	SECONDARY INTERST
Sports Clothing And Memorabilia	Automobiles And Accessories

15

During a stage **S108** of routine **100**, information related to a facilitation of purchases by the user of mobile phone **50** is stored within user profile/history database **41**. The following TABLE 4 illustrates an exemplary row of stage **S108** information coded and stored within user profile/history database **41** that corresponds to the user of mobile phone **50**:

TABLE 4

PIN NO.	CREDIT CARD	SHIPPING ADDRESS
xxxxxxxxx	MasterCard xxxx-xxxx-xxxx-xxxx; Expiration Month/Year	Street; City, State; Zip Code

Routine **100** is terminated upon completion of stage **S108**. The user of mobile phone **50** however can direct an editing of any information stored within database **41**. For example, the user of mobile phone **50** may desire to change the advertisement transmission schedule for mobile phone **50**. The user of mobile phone **50** can provide a schedule change to authorized personnel of call center **20**, can input a schedule change to database **41** by utilizing telephone dial keys of mobile phone **50** or providing vocal commands via mobile phone **50** to CT server **30**, or can input a schedule change to database **41** via an Internet website established by call center **20**.

Referring to **FIG. 1**, advertiser database **42** includes rows of data representative of information related to a demographic of advertisers as well as the goods and/or services sold by advertisers. For purposes of matching locations of mobile phone users and advertisers, the base station serving the area in which the advertiser is located is also listed in advertiser database **42**.

The following TABLE 5 illustrates an exemplary row of an advertiser information within advertiser database **42** with information related to the advertiser of call center **70**:

TABLE 5

TABLE 5

ADVERTISER	PHONE NO.	LOCATION	GOODS/ SERVICES	BASE STATION
70	(xxx) xxx-xxx	Street; City, State; Zip Code	Sports Clothing	60

Referring to **FIGS. 2** and **5**, CT server **30** includes software **80** as will be subsequently described herein in connection with **FIG. 6**. Software **80** is physically stored within the hard drive of disk drives **47** and uploaded to RAM **34** whereby the hard drive and RAM **34** are computer readable mediums that are electrically, magnetically, optically, or chemically altered to carry computer readable code for implementing software **80**. In other embodiments of CT server **30**, software **80** can be stored and downloaded from other computer readable mediums such as, for example, from another disk drive **47**. Also in other embodiments of CT server **30**, software **80** can be partially or fully implemented with digital circuitry, analog circuitry, or both. CT server **30** can additionally include software (not shown) as would occur to those having ordinary skill in the art for establishing an Internet website.

Referring to **FIGS. 3** and **5**, mobile phone **50** includes software **90** as will be subsequently described herein in connection with **FIG. 6**. Software **90** is physically stored within FLASH **53** or ROM **55**, and uploaded to RAM **54** whereby FLASH **53**, RAM **54**, and/or ROM **55** are computer readable mediums that are electrically, magnetically, optically, or chemically altered to carry computer readable code for implementing software **90**. In other embodiments of mobile phone **50**, software **90** can be partially or fully implemented with digital circuitry, analog circuitry, or both. Mobile phone **50** can additionally include software (not shown) as would occur to those having

ordinary skill in the art for browsing any Internet website established by CT server 30.

Referring to FIG. 5, software 80 includes a conventional registration module 81, an advertising module 82, a monitoring module 83, and a conventional communication interface 84 for implementing a routine 110 as shown in FIG. 6. And, software 90 includes a conventional user interface 91, an advertising module 92, and a telecommunication interface 93 for implementing a routine 120 as shown in FIG. 6. For purposes of understanding the principles of the present invention, a description of the interaction among software 80, software 90, registration database 40, user profile/history database 41, advertiser database 42, base station 60 (FIG. 1), and agent workstation 72 (FIG. 1) will now be described herein.

Referring to FIGS. 1, 5, and 6, during a stage S112 of routine 110, module 81 of software 80 registers mobile phone 50 within database 40 in response to a reception of registration notification signal RN_s by communication interface 84 from base station 60. Registration notification signal RN_s indicates mobile phone 50 has been formally registered with base station 60 as would occur to those having ordinary skill in the art. The following TABLE 6 illustrates an exemplary row within registration database 40 with mobile phone 50 being registered with base station 60:

TABLE 6

MOBILE STATION	BASE STATION(S)	REGISTRATION DAY AND DATE	REGISTRATION TIME
50	60	Weekday; Day, Month	xx:yy.zz

027 Those having ordinary skill in the art will appreciate that base station 60 is operational over a distinct service area, and a corresponding listing of base station 60 with mobile phone 50 within database 40 indicates mobile phone 50 is located within the service area of base station 60. Mobile phone 50 can be located within a service area of a different base station (not shown), and thus, any corresponding listing of a different base station with mobile phone 50 within database 40 indicates mobile phone 50 is either located within the service area of that particular base station. Additionally, mobile phone 50 can be located within the service area of base station 60 while being situated within a handoff zone between base station 60 and another base station. As such, any listing of base station 60 and a second base station with mobile phone 50 within database 40 indicates a potential handoff between base station 60 and the second base station. The information related to any potential handoff from base station 60 to the second base station can be utilized when selecting advertisements to transmit to mobile phone 50 as will be further described herein in connection with FIG. 7.

During a stage S114 of routine 110, module 82 of software 80 directs a transmission of an advertisement to mobile phone 50. In one embodiment, module 82 implements a routine 140 as shown in FIG. 7 during stage S114.

037 Referring additionally to FIG. 7, during a stage S142 of routine 140, module 82 filters advertiser profiles from database 42 having a similar location as mobile phone 50. In one embodiment, module 82 determines the location of mobile phone 50 as being within the service area of base station 60 by reading the corresponding data row of database 40. Module 82 then sorts through the data rows of database 42 to compile a listing of each advertiser within the service area of the base station 60 or the service area of any potential handoff base station.

During a stage **S144** of routine **140**, module **82** filters the listed advertiser profiles compiled during stage **S142** that match the user profile of the user of mobile phone **50**. In one embodiment, module **82** sorts through the data rows of database **41** to compile a listing of each advertiser offering a good or a service that matches the primary interest or secondary interest of the user of mobile phone **50** as listed in database **41**.

During a stage **S146** of routine **140**, module **82** filters advertisements from the listed advertiser profiles compiled during stage **S144** that have been previously transmitted to the user of mobile phone **50**. In one embodiment, database **42** lists an advertisement identification with each advertisement offered by advertiser and database **40** lists each advertisement previously received by a mobile station user.

The following TABLE 7 illustrates an exemplary row of an advertisement identifications within advertiser database **42** with information related to the advertiser of call center **70**:

TABLE 7

	FIRST	SECOND	THIRD
ADVERTISER	ADVERTISEMENT	ADVERTISEMENT	ADVERTISEMENT
70	70-0000001	70-0000002	N/A

The following TABLE 8 illustrates an exemplary row of database **41** indicating advertisements previously transmitted to the user of mobile phone **50**:

TABLE 8

MOBILE STATION	FIRST ADVERTISEMENT	SECOND ADVERTISEMENT	THIRD ADVERTISEMENT
50	70-0000001	N/A	N/A

Module **82** will sort through database **41** and database **42** to compile a final list of new advertisements matching preferences of the user of mobile phone **50**.

During a stage **S148** of routine **140**, module **82** directs a transmission of filtered advertisements compiled during stage **S146** to mobile phone **50** with no charge to the account of the user of mobile phone **50**, such as, for example, an advertisement **AD** corresponding to advertisement identification 70-0000002 as shown in TABLES 7 and 8. The transmission of advertisement **AD** is from a storage location of call center **20** or call center **70**, and is in accordance with the corresponding advertisement transmission schedule in database **41**. In one embodiment, module **82** utilizes the registration day, date and/or time as stored in database **40** when initiating and adhering to the preferred advertisement transmission schedule of the user of mobile phone **50**.

Referring again to FIGS. 1, 5 and 6, during a stage **S122** of routine **120**, interface **91** of software **90** notifies the user of mobile phone **50** of the reception of advertisement **AD** by interface **93**. In one embodiment, call center **20** specifically designs and offers specials mobile phones, such as mobile phone **50**, to initially beep or vibrate to gain the attention of the user. The mobile phones can be equipped with a high quality color display for displaying advertisements in text form or graphic form via a telephone or web site of call center **20**. Alternatively or concurrently, the mobile phones can be

equipped with a high quality audio adapter, speaker or head phones for providing high quality audio presentations of advertisements.

During a stage **S124** of routine **120**, module **92** of software **90** ascertains whether the user of mobile phone **50** desires to contact call center **70**, acknowledge advertisement **AD**, and/or store advertisement **AD**. In one embodiment, to input a contact command **CC** indicating a desire to have a communication link established between mobile phone **50** and call center **70**, the user of mobile phone **50** can press the pound (#) key or a contact key combination as embedded in advertisement **AD**. To input an acknowledge command **AC** indicating an acknowledgment of advertisement **AD**, the user of mobile phone **50** can press the star (*) key or an acknowledgement key combination as embedded in advertisement **AD**. To input a store command **SC** indicating a desire to store advertisement **AD**, the user of mobile phone **50** can press the key "7" having letter inscription "S" for storing, or a storage key combination as embedded in advertisement **AD**. Advertisement **AD** can be stored within mobile phone **50**, database **41**, and/or transmitted to a personal e-mail account of the user of mobile phone **50**.

When the user of mobile phone **50** inputs contact command **CC**, module **92** of software **90** proceeds to a stage **S126** of routine **120** to control a transmission of the contact command **CC** via interface **93** to interface **84**. When the user of mobile phone **50** inputs acknowledge command **AC**, module **92** proceeds to a stage **S128** of routine **120** to control a transmission of the acknowledge command **AC** via interface **93** to interface **84**. When the user of mobile phone **50** inputs store command **SC**, module **92** proceeds to a stage **S130** of routine **120** to control a transmission of store command **SC** via interface **93** to interface **84**.

In response to a reception of contact command **CC**, acknowledge command **AC** or store command **SC**, module **83** of software **80** verifies the reception of advertisement **AD** by mobile phone **50** during a stage **S116** of routine **110**. In one embodiment, module **83** implements a routine **150** as
5 shown in **FIG. 8** during stage **S116**.

Referring additionally to **FIG. 8**, module **83** proceeds to a stage **S154** of routine **50** when receiving contact command **CC** during a stage **S152** of routine **150**. During stage **S154**, module **83** controls an establishment of a communication link between mobile phone **50** and agent workstation **72** with
10 no charge to the account of the user of mobile phone **50**. In one embodiment, the advertiser of call center **70** can have access to the user profile within database **41** to facilitate a purchase of a good or a service.

Module **83** thereafter proceeds to stage **S156** to reward the user of mobile phone **50** for responding to advertisement **AD**. The user of mobile
15 phone **50** can be rewarded in many ways. For example, the user can be rewarded with free phone minutes if the user is on a fixed minute allotment pay plan. The user can be rewarded with a cash credit toward the phone bill for mobile phone **50** and/or any associated telecommunication device like a home phone bill. Also, if the communication link between mobile phone **50**
20 and agent workstation **72** results in a purchase of a good or a service, the user can be rewarded with additional free minutes and/or a larger cash credit.

Module **83** proceeds to stage **S156** of routine **50** to reward the user of mobile phone **50** when receiving acknowledge command **AC** during stage **S152**. The reward for acknowledging advertisement **AD** can be identical or
25 different than the reward offered for wanting to contact the advertiser. For example, the amount of free minutes and/or cash credit can be less when module **83** receives acknowledge command **AC** as opposed to receiving contact command **CC**.

Module **83** proceeds to an optional stage **S158** of routine **50** when receiving store command **SC** during stage **S154** of routine **150** or after an execution of stage **S156**. During stage **S158**, module **83** can note a reception of advertisement **AD** by mobile phone **50**. In one embodiment, module **83**
5 updates a status report for call center **70** that indicates the type of response by mobile phone **50** to advertisement **AD**.

Referring to **FIGS. 5** and **6**, while continually receiving registration notification signal **RNs**, software **80** returns to stage **S114** to cycle through stage **S114** and stage **S116** in accordance with the preferred schedule of the
10 user of mobile phone **50**. Also, after transmitting the appropriate command, software **90** will return to stage **S122** to await any subsequent advertisements.

Referring to **FIGS. 1-8**, numerous advantages of the present invention for the user of mobile phone **50** and the advertiser of call center **70** have been explicitly and implicitly described herein. In summary, for the user of mobile
15 phone **50**, a first advantage is the ability to grant authorization to call center **20** to have advertisements pushed to mobile phone **50** and/or secondary mobile stations with no charge to the account of the user of mobile phone **50**. A second advantage is the reception of advertisements in accordance with a preferred schedule. A third advantage is a convenient mode of calling the
20 advertiser of call center **70** to discuss or execute a potential purchase of a good or a service offered by the advertiser with no charge to the account of the user of mobile phone **50**. A fourth advantage is an identification of a near-by store location of call center **70** whereby the user can conveniently visit the store location to purchase a good or a service from the advertiser. A
25 fifth advantage is being rewarded with free minutes and/or cash credits for responding to the advertisements.

While the embodiments of the present invention disclosed herein are presently considered to be preferred, various changes and modifications can be made without departing from the spirit and scope of the invention. The scope of the invention is indicated in the appended claims, and all changes that come within the meaning and range of equivalents are intended to be embraced therein.

The first two steps are the most difficult. The first step is to identify the problem. The second step is to define the problem. The third step is to identify the causes of the problem. The fourth step is to identify the effects of the problem. The fifth step is to identify the stakeholders involved in the problem. The sixth step is to identify the resources available to solve the problem. The seventh step is to identify the constraints on the problem. The eighth step is to identify the opportunities for solving the problem. The ninth step is to identify the risks of solving the problem. The tenth step is to identify the benefits of solving the problem. The eleventh step is to identify the costs of solving the problem. The twelfth step is to identify the time required to solve the problem. The thirteenth step is to identify the people required to solve the problem. The fourteenth step is to identify the equipment required to solve the problem. The fifteenth step is to identify the materials required to solve the problem. The sixteenth step is to identify the information required to solve the problem. The seventeenth step is to identify the knowledge required to solve the problem. The eighteenth step is to identify the skills required to solve the problem. The nineteenth step is to identify the attitudes required to solve the problem. The twentieth step is to identify the values required to solve the problem. The twenty-first step is to identify the beliefs required to solve the problem. The twenty-second step is to identify the assumptions required to solve the problem. The twenty-third step is to identify the expectations required to solve the problem. The twenty-fourth step is to identify the goals required to solve the problem. The twenty-fifth step is to identify the objectives required to solve the problem. The twenty-sixth step is to identify the outcomes required to solve the problem. The twenty-seventh step is to identify the impacts required to solve the problem. The twenty-eighth step is to identify the consequences required to solve the problem. The twenty-ninth step is to identify the results required to solve the problem. The thirtieth step is to identify the achievements required to solve the problem. The thirty-first step is to identify the accomplishments required to solve the problem. The thirty-second step is to identify the successes required to solve the problem. The thirty-third step is to identify the failures required to solve the problem. The thirty-fourth step is to identify the challenges required to solve the problem. The thirty-fifth step is to identify the obstacles required to solve the problem. The thirty-sixth step is to identify the barriers required to solve the problem. The thirty-seventh step is to identify the hindrances required to solve the problem. The thirty-eighth step is to identify the impediments required to solve the problem. The thirty-ninth step is to identify the constraints required to solve the problem. The fortieth step is to identify the limitations required to solve the problem. The forty-first step is to identify the restrictions required to solve the problem. The forty-second step is to identify the prohibitions required to solve the problem. The forty-third step is to identify the bans required to solve the problem. The forty-fourth step is to identify the prohibitions required to solve the problem. The forty-fifth step is to identify the prohibitions required to solve the problem. The forty-sixth step is to identify the prohibitions required to solve the problem. The forty-seventh step is to identify the prohibitions required to solve the problem. The forty-eighth step is to identify the prohibitions required to solve the problem. The forty-ninth step is to identify the prohibitions required to solve the problem. The fiftieth step is to identify the prohibitions required to solve the problem.